

## Keynote Speakers



Richard Pennington  
General Counsel,  
NASPO ValuePoint  
*Topic: The Art of the Question*

Richard has law degrees from the University of Denver (J.D.) and George Washington University (LL.M., Government Procurement Law). He has travelled around the country speaking about public procurement and has written several books and articles on the subject. His book, *Seeing Excellence - Learning From Great Public Procurement Teams*, is the product of more than 2 years researching essential team disciplines of great public procurement teams. His book uses stories to illustrate effective practices in project and quality management, organizational learning, and lateral leadership and is the foundation for his workshop topic, *The Art of the Question*.



Lyn Van Swol  
Professor of Communication,  
University of Wisconsin  
UW Speakers Bureau  
*Topic: Communication*

Lyn has a Ph.D. in Social Psychology from the University of Illinois and has won awards for her research in group communication. Lyn's research has focused on information sharing in groups, utilization of advice, and deception in negotiations and she has examined what factors are likely to increase acceptance of information during an interaction. Lyn's expertise is talking about how shared information helps create a common ground among group members and understanding how people share that information with each other in order to come to a consensus.

## Registration Information

Registration is open! For more information about the conference, visit our website:  
<http://doa.wi.gov/Divisions/Enterprise-Operations/State-Bureau-of-Procurement/State-Bureau-of-Procurement-Conference/>

### Registration Fees

\$30 - Early Registration (thru Oct. 14th)  
\$45 - Late Registration (Oct. 15th-Nov. 3rd or until full)

*SBOP requests all registration fees be paid prior to the 2017 conference.*

### Conference Location

Alliant Energy Center Exhibition Hall  
1919 Alliant Energy Center Way  
Madison, WI 53713

*Free parking available on site*

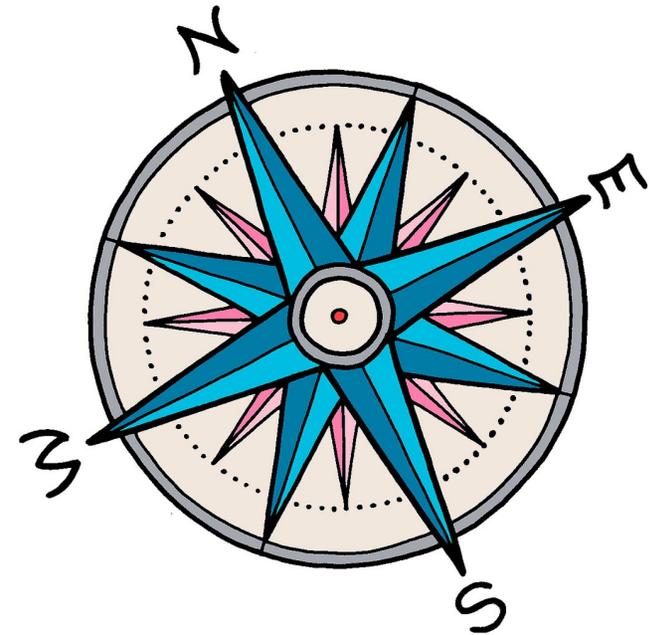
If you have any questions, please contact:

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# Navigating the Procurement Trail



*2017 State Bureau of Procurement Conference*

**November 16, 2017**

Alliant Energy Center  
Madison, Wisconsin

## ***Navigating the Procurement Trail***

State Bureau of Procurement Conference  
Thursday, November 16, 2017  
Alliant Energy Center Exposition Hall  
in Madison, WI

Registration: 8:30am  
Conference: 9:00am-4:00pm

The conference, hosted by the State Bureau of Procurement (SBOP), will provide an opportunity for you to learn more about the state procurement process and receive updates on the evolving and changing world of procurement in Wisconsin.

The conference will feature two keynote speakers along with breakout sessions in both the morning and afternoon covering general and common issues, best practices and sourcing. Lunch will be provided at no extra cost and there will be plenty of time for networking with colleagues.

You can also:

- Visit information booths
- Chat with staff
- Discover what's new with WISBuy and Strategic Sourcing
- Learn about upcoming training opportunities

## **Breakout Session Topics**

### *General/Common Issues*

**Agility in IT Procurement:** New innovations being practiced in SBOP, agencies and outside with a focus on the need for procurement operations to adapt to changes in markets to meet customer expectations.

**One Procurement:** How the State Bureau of Procurement is advancing agency procurement collaboration and sharing a roadmap for what to expect in the next year.

### *Best Practices*

#### **Data Driven Contract Management:**

Understanding how to analyze, validate and manage various data sources to administer contracts; topics will include tools the Bureau and agencies leverage to effectively manage contracts.

**Public/Private Best Practices Panel:** Panel review of sourcing and contract management practices that have been successful in the private sector and how they can be incorporated within the public sector environment.

**Sourcing Best Practices Panel:** Review practices and tools that help improve the sourcing process, highlighting the use of draft RFP's, RFI's and others.

### *Sourcing*

**Market Research & Solicitation Development:** Tools and resources for conducting market research and ways to incorporate that research into solicitation documents.

**STAR Strategic Sourcing Advanced Workshop:** Brainstorming and sharing of best practices in the creation of templates, managing event communications, recordkeeping and related documents; troubleshooting common issues and answering event-specific questions.

## **Who Should Attend?**

- State agency and university campus procurement professionals
- Local, county and municipal procurement professionals
- State financial staff who may work with procurement
- Anyone who is state or local government interested in procurement topics

